

ORDER



Orders
Order / Rev: 709680
Alt Order #: 06297468
Product Desc: OBAMA SCHED A
Estimate: 1671
Flight Dates: 08/26/12 - 08/30/12
Original Date / Rev: 08/24/12 / 08/24/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	1	\$4,000.00	\$3,400.00
08/27/12	09/02/12	17	\$22,350.00	\$18,997.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$4,000.00	\$3,400.00	0.00
September 2012	17	\$22,350.00	\$18,997.50	0.00
Totals	18	\$26,350.00	\$22,397.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/26/12	08/26/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
UNDCVR BOSS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$4,000.00		0.00			
E 2	WUSA	08/27/12	08/30/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWT---	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					3	\$1,200.00		0.00			
E 3	WUSA	08/27/12	08/30/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWT---	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
9 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					3	\$800.00		0.00			
E 4	WUSA	08/27/12	08/30/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWT---	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
9 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---					3	\$1,200.00		0.00			
E 5	WUSA	08/27/12	08/30/12	CBS This Morning CBS This Morning	CM	7-9a	MTWT---	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	08/27/12	08/30/12	CBS This Morning CBS This Morning	CM	7-9a	MTWT---	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWT---	5		\$350.00		0.00						
E 6	WUSA	08/27/12	08/30/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWT---	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWT---	2		\$2,500.00		0.00						
E 7	WUSA	08/29/12	08/29/12	Wed Prime A Big Brother 14	CM	8-9P	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
BIG BROTHER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$6,000.00		0.00						
Totals													18	\$26,350.00	